

# Protecting IoT Home Devices



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VP Product Management B2B2C



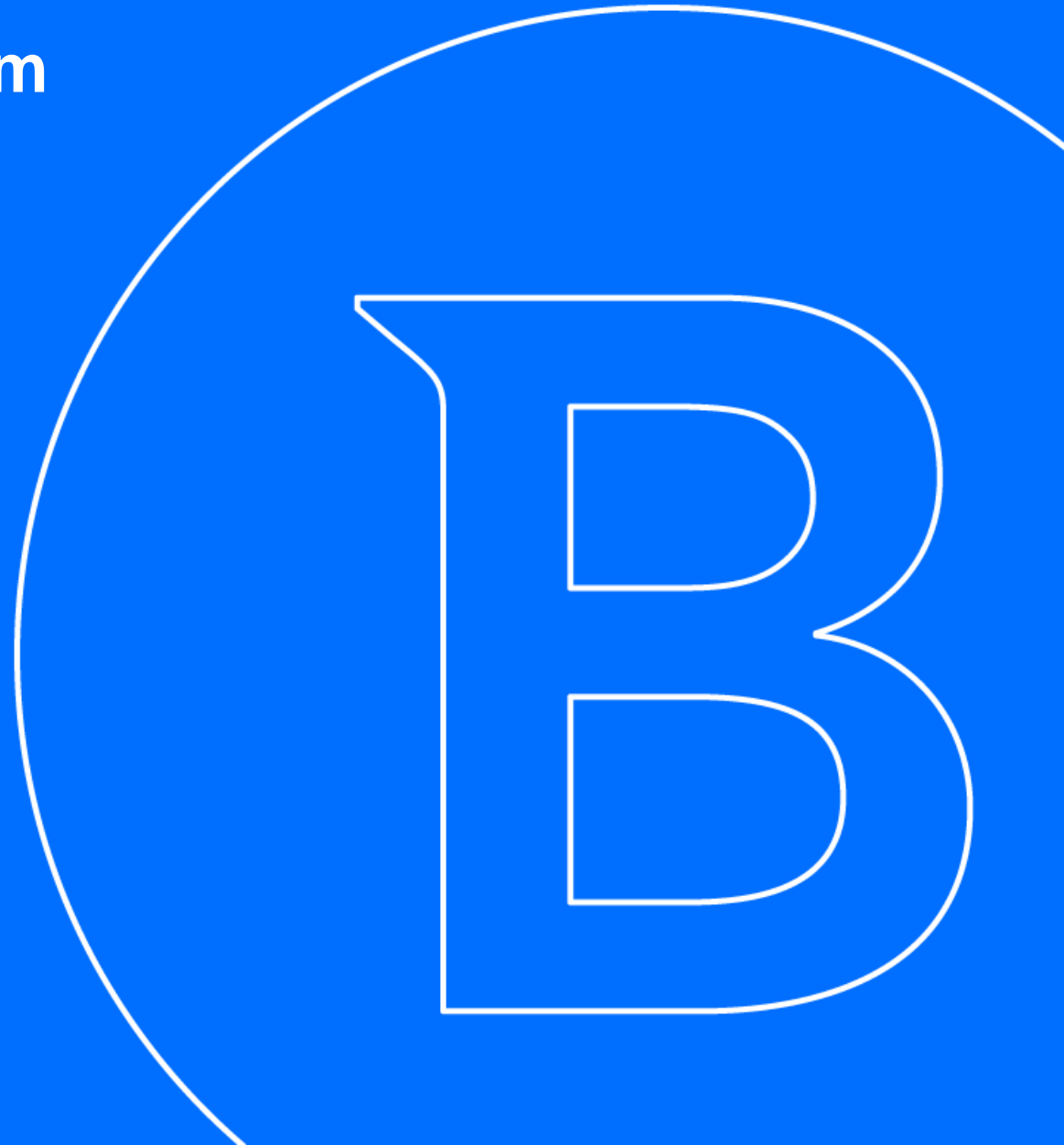
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# **Protecting IoT Home Devices**

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**VP, Product Management B2B2C**





# How many connected devices do you have in your home?

Are they on a separate WI-FI network?

Do you have individual passwords for each?

Have you checked how much Internet traffic your smart toaster clocks in?

# Smart Home Stats

- ↳ **+13 billion** connected devices\*
- ↳ **+20 devices/** household\*\*
- ↳ **75%** all devices smart by 2030\*\*\*

**Top 3** reasons people buy smart home devices:

- ↳ **convenience (66.7%)**
- ↳ **home security (64.58%)**
- ↳ **saving time (43.75%)\*\*\*\***

\* Statista

\*\*Bitdefender-Netgear IoT Study 2023

\*\*\* <https://explodingtopics.com/blog/iot-stats>

\*\*\*\* <https://www.goodfirms.co/resources/buying-smart-home-devices-statistics>

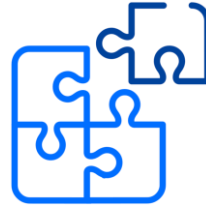


# IoT Security Challenges



## Awareness

- ✗ User don't know how many devices they have in their homes
- ✗ Users don't know how to differentiate safe devices from vulnerable devices



## Design

- ✗ Most smart devices have security vulnerabilities (+50% according to our internal research)
- ✗ Smart device security isn't standardized
- ✗ Smart devices can't be protected using traditional antivirus



## Operational

- ✗ There's at least 8 attacks / day/ household against home networks\*
- ✗ Most vulnerable household devices are TVs, Smart Plugs and WI-FI Routers\*

# What is the Digital Persona?

↳ Your Digital Alter Ego

↳ Every form of interaction that ties you to the the digital world

↳ Every online account you ever made, every service, every app, every piece of persona information, picture, video

↳ Difficult to control, continuously growing, almost impossible to erase



Online  
Accounts



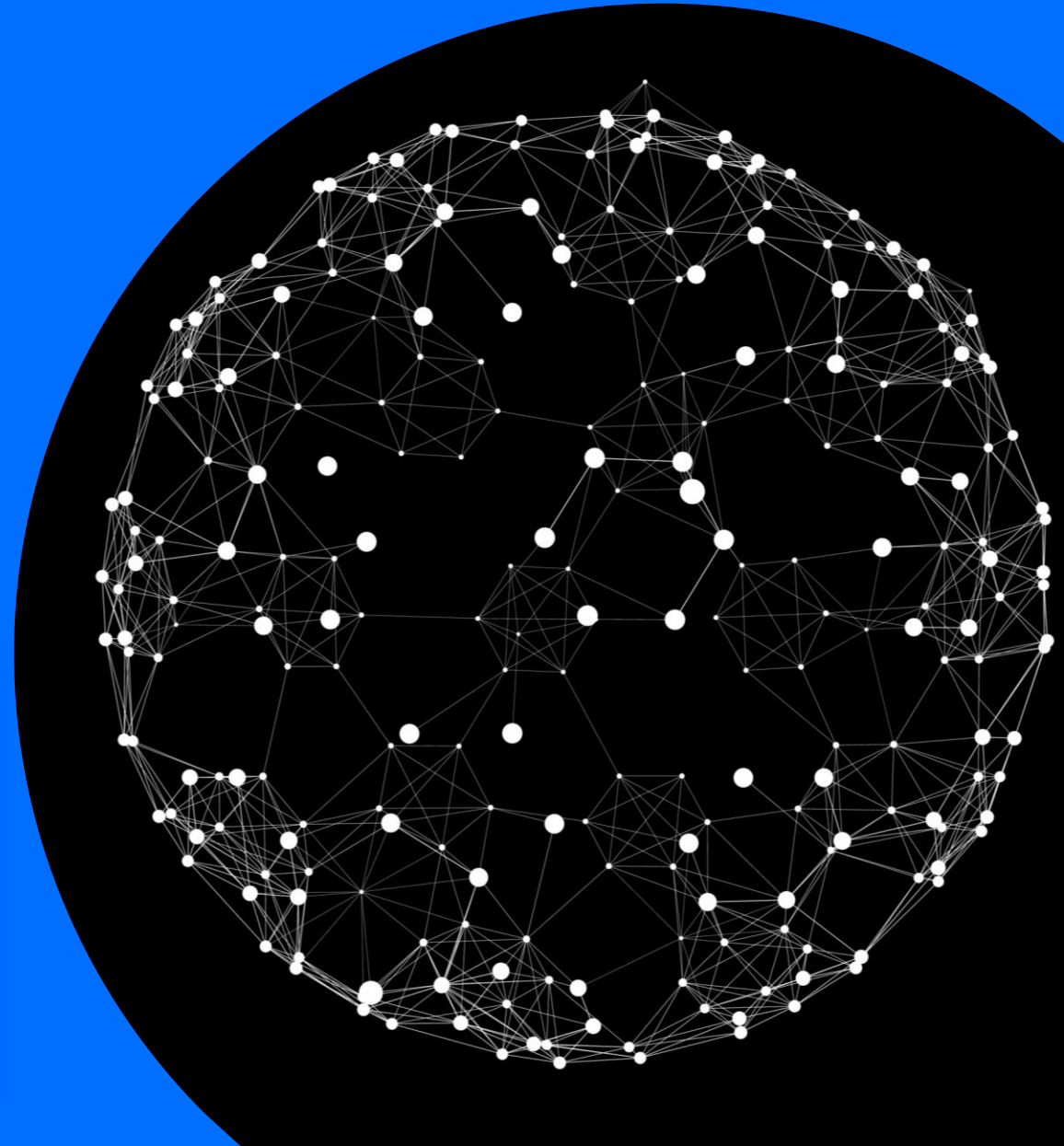
Connected  
Devices



Personal  
Information



Online  
Behavior





## What's the #1 reason people buy cybersecurity?

They want to be protected. They don't trust/understand tech, They're scared of what they read in the newspapers. But that's not the main reason they buy it.

It's because they want to buy peace of mind in the most convenient way

## The Privacy/Cybersecurity Paradox

- ↳ users value their privacy & are aware of threats
- ↳ users do little to nothing to protect their privacy
- ↳ users suffer from Analysis Paralysis
- ↳ users need and expect guidance from somebody they trust

## People are willing to pay more

- ↳ users willing to pay **\$6-10/month** extra for +security\*
- ↳ users willing to pay the most for better security in Wi-Fi routers (**+62.5% of the product price**) and security cameras (**+40% of the product price**)\*\*
- ↳ **49% of subscribers** think their provider should offer a security solution – convenience\*

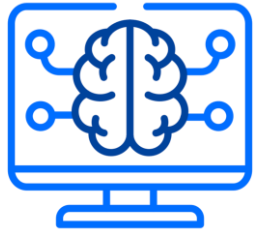
\* Bitdefender US Research, 2023

\*\* Blythe, Johnson, Manning, What is security worth to consumers? Investigating willingness to pay for secure Internet of Things devices, Crime Science, <https://link.springer.com/content/pdf/10.1186/s40163-019-0110-3.pdf>





# How is convenience transposed into cybersecurity?



## Simplicity

simple customer journeys, automated protection, preset bundles



## Freedom

to click any link, visit any page, open any email without the fear of getting malware



## Mobility

the same protection at home and on the go



## Peace of Mind

forgetting about cyberthreats, knowing the family is safe, there's no reason to worry about financial loss



Protecting just one device isn't enough anymore



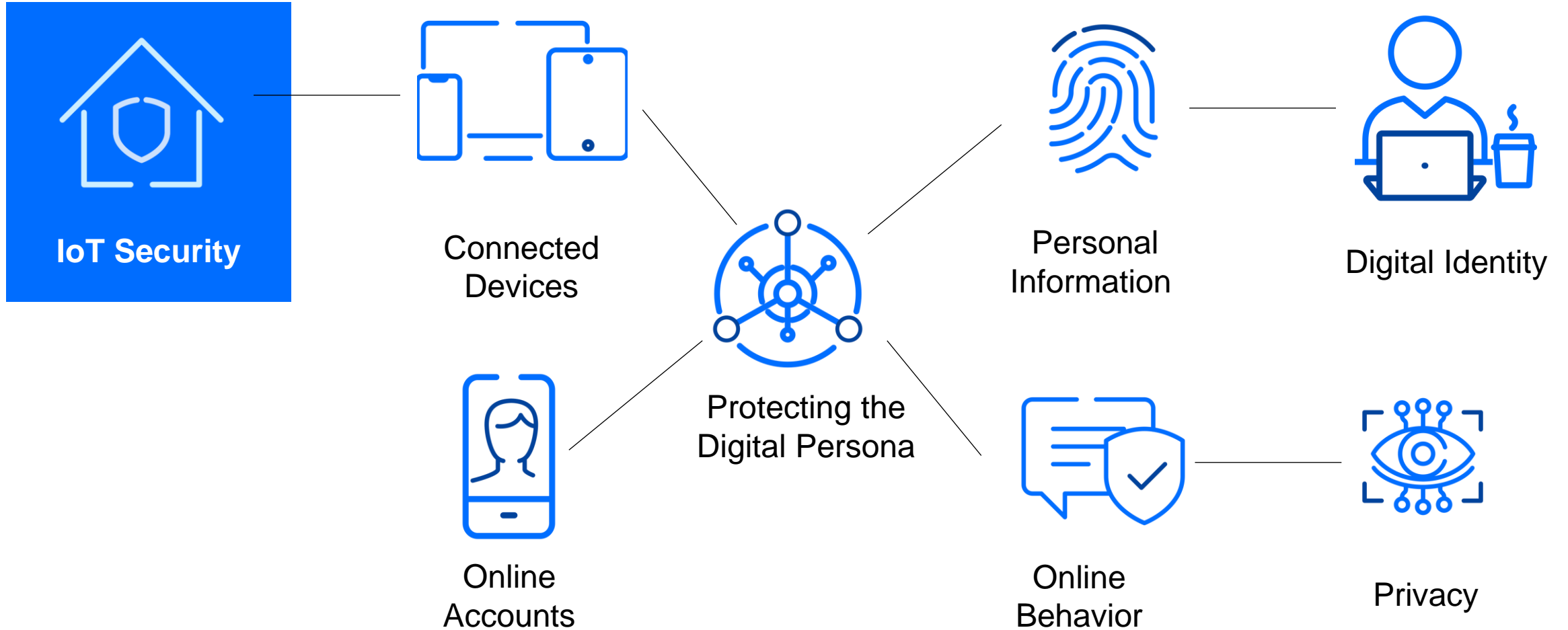
Protecting just one account isn't enough anymore



Using just an antivirus isn't enough anymore

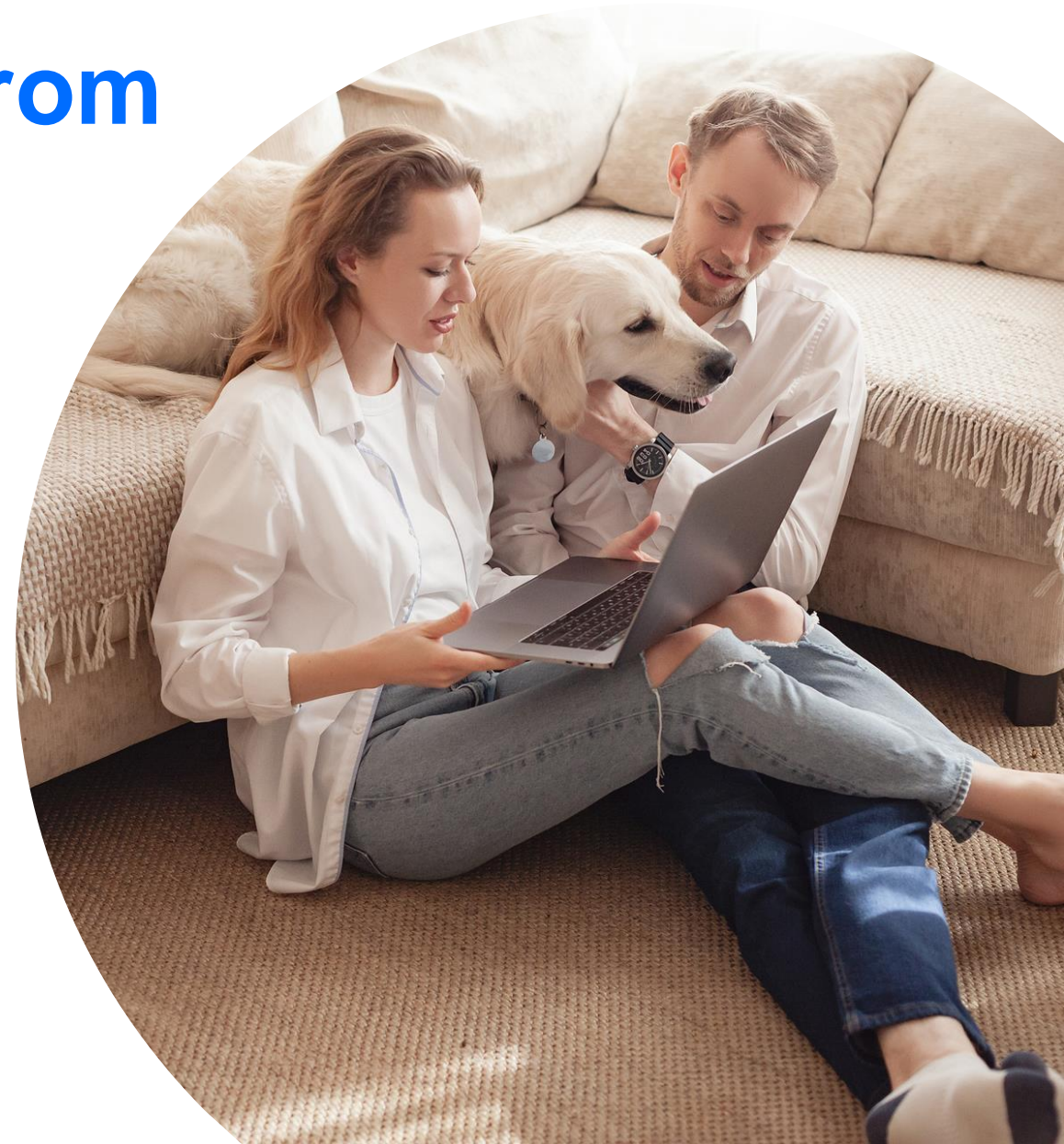
**Complete Protection = Protecting the Digital Persona**

# Our Cybersecurity Ecosystem



# Why IoT Security Profits from Convenience

- ↳ It protects all network connected devices against cyberthreats and privacy threats
- ↳ Removes the need to install cybersecurity on each individual device
- ↳ Works automatically and once deployed requires minimal user actions
- ↳ Can be easily deployed directly by service providers
- ↳ Offers additional functionalities like device management and parental control



# IoT Security overview

- ↳ Mature, stable and versatile solution
- ↳ It runs as an agent directly on the router
- ↳ Currently running on millions of routers worldwide
- ↳ Compatible with +80 routers
- ↳ Is part of Subscriber Protection Platform, a complete Telco cybersecurity ecosystem



# The Importance of Joining the prpl Foundation

- ↳ adding Bitdefender's cybersecurity experience to the prpl community
- ↳ bringing cybersecurity to the prplOS
- ↳ helping service providers deploy cybersecurity much easier and faster
- ↳ helping end-users protect their devices



# Thank you

Find out more about the Bitdefender  
Subscriber Protection Platform [here](#)

